

Your address on  
your letterhead

Their address here

Date

Optional  
special offer  
here

Dear (Name) **Response rates improve when you use their real name**

**Heading** Explains why they should read this letter

First paragraph contains the reason why **you** are writing to **them**.

**Sub-heading** Helps skim-reading and navigation

Second paragraph Second paragraph Second paragraph  
Second paragraph Second paragraph Second paragraph  
Second paragraph Second paragraph

- Bullet points
- Break up chunks of text
- And increase visual interest

**Sub-heading**

Third paragraph Third paragraph Third paragraph  
Third paragraph Third paragraph Third paragraph  
Third paragraph Third paragraph

Call to action **What you want them to do as a result of this letter**

Yours sincerely **If you don't know their name, it's 'Yours faithfully'**

*Signature*

**Your Name**

**Your job title**

P.S. Repeat the main offer here, because most people only read the heading and the P.S. anyway!